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Review

Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

USDA'S FOREIGN AGRICULTURAL SERVICE SEEKS A PUBLIC AFFAIRS SPECIALIST

USDA's Foreign Agricultural Service has an opening for a GS-1035-12 public affairs specialist in the Media and Public Affairs Branch of the Information Division.

Duties include disseminating information on foreign agricultural trade policies and programs, trade agreements, foreign market development, and relative international agricultural affairs and activities.

Other duties are researching and preparing a wide variety of news and feature materials for release by print media, radio, and television (develops, writes, and clears press releases, feature articles, radio and TV scripts).

Refer to Vacancy Announcement No. FAS-88-023A, and contact: Lore Clark, USDA, FAS Personnel Division, Room 5627-S, Washington, DC 20250-1000. Telephone 202-447-3267.

Closing date is September 19.

9/7

UNIVERSITY OF ILLINOIS COOPERATIVE EXTENSION NEEDS COMMUNICATIONS SPECIALIST

The University of Illinois College of Agriculture and Cooperative Extension Service has an opening for an Extension Communications Specialist to produce radio and television programming.

Qualifications include a minimum B.S. with two years of experience, and writing and on-air skills. A background in agriculture is preferred.

Send a letter of interest, resume, and audition tape to: Gary Beaumont, 65 Mumford Hall, 1301 West Gregory Drive, Urbana, IL 61801. Telephone is 217-333-9440.

Closing date is October 21.

9/7

VIDEOCONFERENCE '88--THE NATIONAL FORUM ON AG EDUCATION IN THE UNITED STATES

On Tuesday, October 25, an interactive videoconference will originate from the USDA Teleconference Center, in Washington, D.C. It will serve as a kickoff for a national day of discussion to stimulate and develop a strategy for future improvements in agricultural education in secondary schools.

"Videoconference '88 -- The National Forum on Agricultural Education in the United States," will provide a public forum for discussion.

In 1984, USDA and the U.S. Department of Education agreed to co-sponsor "The National Study on Agricultural Education in Secondary Schools." A report was released on September 13.

John Patrick Jordan, administrator of USDA's Cooperative State Research Service, encourages State cooperating institutions, including Deans and Directors of Resident Instruction, the various Agricultural Education Departments, and anyone else who may be concerned about the quality of agricultural education in the secondary schools to become involved in this discussion and perhaps sponsor some complementary events with the videoconference.

For further information about the videoconference, contact John Pope, Executive Assistant to the Chairman, The Council, P.O. Box 15035, Alexandria, VA 22309, or telephone 703-360-8832.

9/19

USDA'S CSRS-ES PUBLICATION ON LOW-INPUT/SUSTAINABLE AGRICULTURE AVAILABLE

USDA's Cooperative State Research Service and Extension Service have released a new publication, "Low-Input/Sustainable Agriculture: Research and Education Program," August 1988.

Copies are available from Patrick Madden, CSRS-USDA, Room 342 Aerospace Building, Washington, DC 20250-2200.

9/19

NEW DESKTOP PUBLISHING EFFORT--AGRICULTURAL STYLE MANUAL AND GLOSSARY

A new manual intended primarily for agricultural editors, reporters, and ag journalism students has been cooperatively developed by a retired member of the Texas A&M University Department of Journalism and the A&M Agricultural Communicators of Tomorrow (ACT).

The "Agricultural Style Manual and Glossary," a 321-page, desktop publishing venture, contains more than 3,000 entries and is 5-1/2 by 8-1/2 inches in size and has a loose binding.

Standard American English punctuation and grammar are emphasized throughout the manual. Entries cover everything from foreign farm workers to proud-cut horses, PIK, and bishop's nose. Especially informative are entries covering USDA agencies that affect agriculture directly and indirectly.

The introductory price for the style manual is \$12, postage and tax included. Those interested can send a check or money order to: AGSTYLE, 707 Lee Avenue, College Station, TX 77840

9/19

CSRS-ESCAP PUB, 'DEVELOPING HUMAN RESOURCES FOR A CHANGING NATION,' AVAILABLE

"Developing Human Resources for a Changing Nation," has been published by USDA's Cooperative State Research Service (CSRS) and the Experiment Station Committee on Organization and Policy (ESCAP).

The publication reviews key contributions made by university-based human resources researchers, and discusses emerging social and economic issues.

Copies are available from Charles Rumburg, CSRS, USDA, Suite 329 Aerospace Building, Washington, DC 20251-2200.

9/19

USDA-OI RADIO AND TELEVISION DIVISION GETS NEW DIRECTOR FOR TV NEWS SERVICE

Lynn Wyvill has been selected as the director of television news service for the Radio and Television Division (R&TV) of USDA's Office of Information (OI).

Wyvill leaves OI's Video and Teleconference Division (V&TD), where she worked for two years as project manager, to take on her new position.

As part of her new duties, Wyvill will be working in a client role with V&TD on satellite news projects and USDA's "Down to Earth" television show.

9/20

CLEMSON'S NEW COMPUTER CROP SIMULATION SYSTEM MAY BE THE ULTIMATE FARMHAND

GOSSYM (gossypium simulator), a cotton crop simulation model developed by Clemson University agricultural engineer Jerry Lambert and three fellow researchers, may be the ultimate "farmhand." Its advice on when to irrigate, fertilize, and defoliate cotton can save farmers up to \$75 per acre; it works 24 hours a day and only requires a one time "paycheck" of \$10,000.

The system consists of a personal computer attached to an on-farm weather station. An interactive computer program digests data, pinpoints times and types of growth stresses in cotton, and advises the grower when to apply corrective or preventive measures.

Lambert and his team have spent more than 20 years developing and testing the software. On-farm use began in 1984 on two farms -- one in South Carolina and one in Mississippi. In 1987, GOSSYM was used on more than 70 farms across the cotton belt.

A farmer implementing the system must spent approximately \$5,000 for a personal computer and \$4,000 for a weather station. Customized software is provided at no additional cost through the Cooperative Extension System, says Lambert.

For more information, contact: Jerry Lambert, 115 McAdams Hall, Clemson University, Clemson, SC 29634.

9/20

USDA'S ECONOMIC MANAGEMENT STAFF NEEDS A SUPERVISORY PUBLIC AFFAIRS SPECIALIST

USDA's Economic Management Staff has an opening for GM-1035-13 supervisory public affairs specialist in its Information Division.

The incumbent serves as head of the Editorial Services Section, Research Information Branch, with responsibility for a publishing program involving research manuscripts and pamphlets authored by economists.

Qualifications include the ability to create written materials, oral communication skill in explaining points of view in an unstructured setting, and dealing with people having different interests and positions.

For further information, contact Vickie Davis, EMS, PD, CEB, Room 1415-S, Washington, DC 20250-3500. Telephone is 202-447-6130. Refer to Announcement No. EMS-88-266. Closing date is October 10.

9/28

NEW RESEARCH INFORMATION LEADER NAMED TO FOREST SERVICE EXPERIMENT STATION

Michael Prouty has been named research information leader for North Central Forest Experiment Station of USDA's Forest Service (FS) in St. Paul, Minnesota.

He will be responsible for producing technical and popular information materials resulting from research conducted by the Experiment Station's 75 research scientists located in field units in a six state area.

Prouty, who received degrees from the University of Wisconsin and Oregon State University, previously managed the FS public involvement program in Washington, D.C.

He has held several other FS positions including duties as a writer and as a research information specialist in Ogden, Utah.

For further information, contact Al Taylor at 612-649-5271.

9/28

PENN STATE AG EXPERIMENT STATION PUBLISHES FIRST IN SERIES OF BIOGRAPHIES

Robert L. Cowan, professor emeritus of animal nutrition at Penn State University, has published the first in a series of biographies of pioneering scientists for THE JOURNAL OF ANIMAL SCIENCE.

The subject of the first biography is Henry Prentiss Armsby, the first director of the Pennsylvania Agricultural Experiment Station which was established at Penn State (then known as the Pennsylvania State College) in 1887.

For more information, contact Paul Wangsness at 814-863-3665.

9/28

LATEST IN SERIES OF 'SMALL-SCALE AGRICULTURE ALTERNATIVE' FACTSHEETS PUBLISHED

The latest in a series of factsheets, "A Small-Scale Agriculture Alternative--Goats," has been published by the Office for Small-Scale Agriculture of USDA's Cooperative State Research Service (CSRS).

Prepared by George Holcomb, Special Programs Division, USDA's Office of Information, the others in the series are: "Herbs," "Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," and "Specialty Vegetable."

CSRS plans to publish another factsheet on exotic livestock such as water buffalo, llamas, deer and elk, ostriches, and pygmy goats. According to CSRS administrator, John Patrick Jordan, public demand for information on exotic livestock and other subjects has increased. INSIDE INFORMATION will keep you informed on future factsheets.

The factsheets are available from the Office of Small-Scale Agriculture, CSRS-USDA, Suite 342 Aerospace Building, Washington, DC 20250-2200.

9/29

USDA'S EXTENSION SERVICE HAS PLANS TO REVISE AND REPRINT TWO PUBLICATIONS

USDA's Extension Service (ES) plans to revise and reprint two of its publications, according to Myron Johnsrud, ES administrator.

Johnsrud said that ES has received comments and suggestions that make it necessary to revise and refine "Strategic Planning: Issue Identification and Development for the Cooperative Extension System." The publication will be distributed to a network of state and county offices and be made available at the national level for decisionmakers, and private and public cooperators.

ES also plans to reprint "Cooperative Extension System - An Investment in America's Future," which will describe a new national initiative -- Youth At Risk.

For further information, contact Nancy Sowers at 202-447-4111.

9/29

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE NOV. 16-18

The annual conference of the National Association of Government Communicators will be held November 16-18, at the Rosslyn Westpark Hotel in Arlington, Va. The theme is: "Coping With the Unforeseen."

The conference features a timely examination of current issues as they relate to the professional communicator. Speakers will explore crisis communication, media management, and the perception of public information.

Judy Woodruff, chief Washington correspondent for "The MacNeil/Lehrer NewsHour," will deliver the keynote address.

There will be a wide variety of exhibitors showing the latest advances in communications equipment, services, and publications.

In addition, there will be several postconference tours, including Associated Press Photos, the U.S. Chamber of Commerce's Biznet, and USA Today.

The annual awards banquet, featuring the best print and audiovisual work in government today, will feature "The Capitol Steps," performing an uproarious cabaret of their unique brand of political parody and "Hill" humor.

For further information contact: NAGC, 80 South Early Street, Alexandria, VA 22304. Telephone 703-823-4821.

9/30

USDA SETS 65TH ANNUAL OUTLOOK CONFERENCE FOR NOV. 29 - DEC. 1

USDA will hold "Outlook '89," its 65th annual outlook conference in Washington, DC, beginning Nov. 29 and ending Dec. 1.

Top government and industry analysts will assess the impact of the 1988 drought and discuss 1989 prospects for farmers and consumers.

The final session Thursday morning, Dec. 1, will be moderated by Secretary of Agriculture Richard E. Lyng. U.S. Trade Representative Clayton Yeutter will speak on trade issues. The session will end with a discussion of farm policy during the next administration.

Ray Bridge, of USDA's World Agricultural Outlook Board and chair of the conference planning group, says audio cassettes of each session will be sold during and after the outlook conference. A proceedings will be published in early 1989.

For more information, call 202-447-3050, or write Outlook '89, Room 5143-S, U.S. Department of Agriculture, Washington, DC 20250-3900.

9/30

USDA AND FDA LAUNCH SALMONELLA ENTERITIDIS PUBLIC AWARENESS CAMPAIGN

USDA and FDA have launched a safe-egg handling public awareness campaign aimed at high-risk populations, food service establishments, and consumers.

High-risk populations who are particularly vulnerable to Salmonella enteritidis infections are the elderly, the very young, pregnant women (because of risk to the fetus), and those already weakened by serious illness or whose immune systems are weakened.

For more information contact George Clarke, information director for USDA's Agricultural Marketing Service, Room 3510-S, U.S. Department of Agriculture, Washington, DC 20250, or call at 202-447-8998, or Dialcom E-mail AGR051.

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CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

Oct. 24-25:

ELECTRONIC MESSAGING '88 ANNUAL CONFERENCE (Electronic Mail Association)
Copley Plaza Hotel, Boston, Massachusetts -- \$495 (\$445 before 9/12)
Contact: EMA, 202-293-7808, or Dialcom E-mail 63:PRD003

Oct. 30 - Nov. 1:

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION (AAEA) Annual Meeting
St. Louis, Missouri
Contact: Paul Weller, AAEA Exec. Sec., 202-785-6710

Oct. 30 - Nov. 2:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE (COSDA) Annual Conf.
Kansas City, Missouri
Contact: Carole Jordan, Kansas Board of Agriculture, 913-296-3571

Nov. 13-15:

NATIONAL ASSOCIATION OF FARM BROADCASTERS (NAFB) Annual Convention
Kansas City, Missouri
Contact: 913-272-3456

Nov. 13-16:

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA) Annual Convention
Convention & Exhibition Center, Cincinnati, Ohio
Contact: PRSA, 212-995-2230, 33 Irving Place, New York, NY 10003

Nov. 16-18:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS (NAGC) Annual Conference
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

Nov. 17-20:

SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ-SDX) Annual Convention
Cincinnati, Ohio
Contact: SPJ-SDX, 312-883-3200

Nov. 30-Dec. 3:

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA) Conference/Exhibition
Las Vegas, Nevada
Contact: RTNDA, 202-659-6510

Feb. 8-10:

AGRICULTURAL RELATIONS COUNCIL ANNUAL MEETING
Westward Look Resort, Tucson, Arizona
Contact: Paul Weller, ARC Exec. Sec., 202-785-6710

